IN THE CLAIMS

1. (Previously Presented) In an online system, a method for providing digital photographic images to target devices, the method comprising:

receiving a request to provide a target device with a copy of a particular photographic image;

determining capabilities of the target device;

based on the capabilities of the target device, determining an image format that is desired for providing the target device with a copy of the particular photographic image;

generating a cache lookup key based on the identity of the particular photographic image and the image format that is desired;

determining whether a cached copy of the particular photographic image already exists in said determined image format using the cache lookup key;

if a cached copy exists, providing the target device with the cached copy of the particular photographic image;

if a cached copy does not exist, translating the particular photographic image into a copy having said determined image format; and

providing the target device with the copy having said determined image format.

2. (Original) The method of claim 1, further comprising storing the copy having said determined format in a cache memory.

3. (Original) The method of claim 2, further comprising:

receiving from the target device a subsequent request for the particular photographic image; and

providing the target device with the copy stored in said cache memory.

4. (Original) The method of claim 1, wherein said request specifies a photographic identifier (photo ID).

5. (Original) The method of claim 4, wherein said photo ID comprises a unique ID created by said online system for identifying photographic images.

6. (Previously Presented) The method of claim 4, wherein said photo ID is created from one or more of the following: an auto-incrementing counter, and a system time stamp.

7. (Previously Presented) The method of claim 4, wherein the cache lookup key is based on a device type and said photo ID.

8. (Previously Presented) The method of claim 7, wherein the cache lookup key is a hash of the photo ID and parameters of the target device.

9. (Original) The method of claim 1, wherein said request specifies a user identifier (user ID).

10. (Original) The method of claim 9, wherein said user ID comprises a unique ID created by said online system for identifying users.

11. (Previously Presented) The method of claim 1, wherein the capabilities of the target device include one or more of the following: screen resolution, screen size, and color support.

12. (Previously Presented) The method of claim 1, wherein the photographic image is an artwork.

13. (Canceled)

14. (Original) The method of claim 1, wherein the capabilities of the target device include currently-available communication medium that the target device employs to transmit its request.

15. (Original) The method of claim 14, wherein currently-available communication medium comprises wireless communication.

16. (Original) The method of claim 14, wherein currently-available communication medium comprises wireline communication.

17. (Original) The method of claim 1, wherein said step of determining capabilities of the target device includes:

querying the device for its capabilities.

18. (Original) The method of claim 1, wherein said step of determining capabilities of the target device includes:

determining capabilities from a knowledgebase, based on a device class for the target device.

19. (Previously Presented) The method of claim 1, wherein said step of determining a format that is desired comprises one or more of the following: determining an appropriate resolution for rendering the particular photographic image at the target device, determining an appropriate color space for rendering the particular photographic image at the target device, and determining an appropriate image size for rendering the particular photographic image at the target device.

20-21. (Cancelled)

22. (Original) The method of claim 1, wherein said step of determining a format that is desired includes:

determining communication bandwidth available for transmitting a copy of the particular photographic image to the target device.

23. (Original) The method of claim 22, wherein the communication bandwidth available is determined, at least in part, based on a device class for the target device.

24. (Original) The method of claim 1, wherein said target device includes a handheld computing device having display capability.

25. (Original) The method of claim 1, wherein said target device includes a cellular phone device having display capability.

26. (Original) The method of claim 1, wherein said target device includes a pager device having display capability.

27. (Original) The method of claim 1, wherein said target device includes a personal computer having display capability.

28. (Original) The method of claim 1, wherein said target device includes WAP (Wireless Application Protocol) support.

29. (Original) The method of claim 1, wherein said step of determining a format that is desired includes determining user preferences, if any, for rendering images at the target device.

30. (Canceled)

31. (Original) The method of claim 1, further comprising:

based on the capabilities of the target device, determining metadata for the particular photographic image that may be provided to the target device.

32. (Original) The method of claim 31, wherein said metadata includes attribute information for the particular photographic image.

33. (Original) The method of claim 32, wherein said metadata includes annotations for the particular photographic image.

34. (Original) The method of claim 33, wherein said annotations include text data.

35. (Original) The method of claim 33, wherein said annotations include voice data.

36. (Previously Presented) An online photographic server system for providing digital photographic images to target devices, the system comprising:

a storage module for storing digital photographic images for sharing among users; and

a photographic server:

for processing a request to provide a target device with a copy of a particular photographic image;

for automatically determining capabilities of the target device; and

for providing the target device with a copy of the particular photographic image, said copy being automatically translated into a particular image format based on the capabilities of the target device;

a cache memory to store translated copies of photographic images, the cache memory having a cache lookup key based on the identity of the particular photographic image and the image format that is desired.

37. (Canceled)

38. (Previously Presented) The system of claim 36, wherein said photographic server first uses the cache lookup key to attempts to satisfy the request by retrieving a copy of the particular photographic image having the particular format from the cache memory.

39. (Original) The system of claim 36, wherein each digital photographic image stored by said storage module is associated with a photographic identifier (photo ID).

40. (Original) The system of claim 39, wherein said request includes the photo ID for said particular photographic image.

41. (Previously Presented) The system of claim 40, wherein said photo ID is created from one of the following: an auto-incrementing counter, and a system time stamp.

42. (Original) The system of claim 36, wherein said request specifies a user identifier (user ID), and wherein said system stores information associating each user with one or more particular digital photographic images.

43. (Previously Presented) The system of claim 36, wherein the capabilities of the target comprise one or more of the following: device include screen resolution, screen size, color support.

44. (Previously Presented) The system of claim 36, wherein the photographic image is an artwork.

45. (Canceled)

46. (Original) The system of claim 36, wherein the capabilities of the target device include currently-available communication medium that the target device employs to transmit its request.

47. (Original) The system of claim 36, wherein currently-available communication medium comprises wireless communication.

48. (Original) The system of claim 36, wherein currently-available communication medium comprises wireline communication.

49. (Original) The system of claim 36, wherein said photographic server includes the ability to query the target device for its capabilities.

50. (Original) The system of claim 36, wherein said photographic server includes a knowledgebase for determining the capabilities of the target device.

51. (Original) The system of claim 36, wherein said particular format is selected based on an appropriate resolution for rendering the particular photographic image at the target device.

52. (Original) The system of claim 36, wherein said particular format is selected based on an appropriate color space for rendering the particular photographic image at the target device.

53. (Original) The system of claim 36, wherein said particular format is selected based on an appropriate image size for rendering the particular photographic image at the target device.

54. (Original) The system of claim 36, wherein said particular format is selected based on communication bandwidth available for transmitting a copy of the particular photographic image to the target device.

55. (Original) The system of claim 54, wherein the communication bandwidth available is determined, at least in part, based on a device class for the target device.

56. (Original) The system of claim 36, wherein said target device includes a handheld computing device having display capability.

57. (Original) The system of claim 36, wherein said target device includes a cellular phone device having display capability.

58. (Original) The system of claim 36, wherein said target device includes a pager device having display capability.

59. (Original) The system of claim 36, wherein said target device includes a personal computer having display capability.

60. (Original) The system of claim 36, wherein said target device includes WAP (Wireless Application Protocol) support.

61. (Original) The system of claim 36, wherein said particular format is selected, at least in part, based on user preferences, if any, for rendering images at the target device.

62. (Original) The system of claim 36, wherein the storage system stores metadata for each of the digital photographic images, and wherein the photographic server is capable of determining metadata for the particular photographic image that may be provided to the target device.

63. (Original) The system of claim 62, wherein said metadata includes attribute information for the particular photographic image.

64. (Original) The system of claim 62, wherein said metadata includes annotations for the particular photographic image.

65. (Original) The system of claim 64, wherein said annotations include text data.

66. (Original) The system of claim 64, wherein said annotations include voice data.

67. (Previously Presented) An system to provide media to a plurality of clients comprising:

a communication means to receive a request a particular media from a client;

a cache memory to store translated copies of the media, the translated copies formatted for various clients;

a cache lookup logic to use a cache lookup key based on an identity of the particular piece of media and parameters of the requesting client; and

a translation mechanism to translate the media into the proper image format, if the media is not in the cache in the proper image format.

68. (Previously Presented) The system of claim 67, wherein the media comprises one or more of the following: a photograph, images, a plurality of frames of images, and textual data.

69. (Previously Presented) The system of claim 67, wherein the cache lookup key is based on a media ID associated with the particular piece of media.

70. (Previously Presented) The system of claim 69, wherein the cache lookup key is further based on a device type of the requesting client at a particular resolution